

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

April, 1971

In this Issue:

*\$101 Million Paid in Claims
Blue Cross & Blue Shield Top Addy Winners
Pets on Parade*

OVER 165,000 FLORIDA TEACHERS AND DEPENDENTS COVERED

44 OUT OF 67 COUNTY SCHOOL SYSTEMS ENROLLED

FLORIDA EDUCATION ASSOCIATION ENDORSEMENT FOR OVER 10 YEARS

\$101 MILLION IN CLAIMS

FLORIDA BLUE CROSS & BLUE SHIELD'S
Report To You

1970 At A Glance

- TOTAL SUBSCRIPTION INCOME \$110,581,030.75
- TOTAL CLAIMS PAID \$101,104,760.26
- PERCENTAGE OF INCOME PAID OUT IN CLAIMS 91.6*
- PERCENTAGE OF INCOME USED FOR OPERATING EXPENSES 9.6
- TOTAL NUMBER OF FLORIDIANS COVERED 1,345,000

*INCLUDES 1.2% WITHDRAWN FROM RESERVE TO COVER CREDIT EXPENSES

Profile

Vol. 3, No. 10

April, 1971

Published monthly for the employees,
their families, and friends of



BLUE CROSS of FLORIDA, INC.
BLUE SHIELD of FLORIDA, INC.

532 Riverside Avenue
Jacksonville, Florida 32201

EDITOR

Carole Utley Public Relations

REPORTERS

RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Anne Harmon
Third Floor Ann Goble
Fourth Floor Eleanor Ponder,
Rosamond Rudd
Fifth Floor Yvonne Bishop
Seventh Floor Tommie Curry
Eighth Floor Barbara Kirkpatrick
Ninth Floor Anne Pringle
Tenth Floor Rochelle Dryden

UNIVERSAL MARION BLDG.

Second Floor Diane Thomas
Third Floor Ed Johns
Fourth Floor Jane Williams,
Johnnie Byrd
Fifth Floor Martha Poplin
Sixth Floor Alice Allmon
Seventh Floor Cathy Willis
Eighth Floor Jeanne Helton
Ninth Floor Nancy Summersill,
Pat McCall
Fourteenth Floor Sandi Hill
Sixteenth Floor Karen Glaze,
Melanie Moya

AGENCY BUILDING Helen Keene
700 BUILDING Jerry Vaughan
537 RIVERSIDE Diane Watson

Member
Northeast Florida Business
Communicators
Southern Association of
Business Communicators

®American Hospital Association
®National Association of Blue Shield Plans

ABOUT THE COVER . . .



Virginia Toerpe, Sales Training, right, and Dana Cribbs, Subscribers Service, are shown manning the Blue Cross and Blue Shield Public Relations Department booth at the Florida Education Association Teachers Convention held in Jacksonville March 25-27.

Approximately 2,000 teachers, professors, administrators, students and guests attending the FEA convention visited our booth in the Coliseum.

The article on page three ties in with our booth and appeared in the March, 1971 GROUP NOTES which was mailed to the 6,000 groups in the state which we insure. A similar brochure was prepared and mailed to all our direct pay subscribers.

The basic purpose of Blue Cross and Blue Shield, of course, is to help subscribers meet hospital and doctor bills. That is why the fact we paid over \$101 million in claims last year is so important.

OVER \$101 MILLION PAID IN CLAIMS

While several statistics can be cited pointing to Florida Blue Cross and Blue Shield activities on behalf of their subscribers during 1970, none has more significance than the over \$101 million paid in claims.

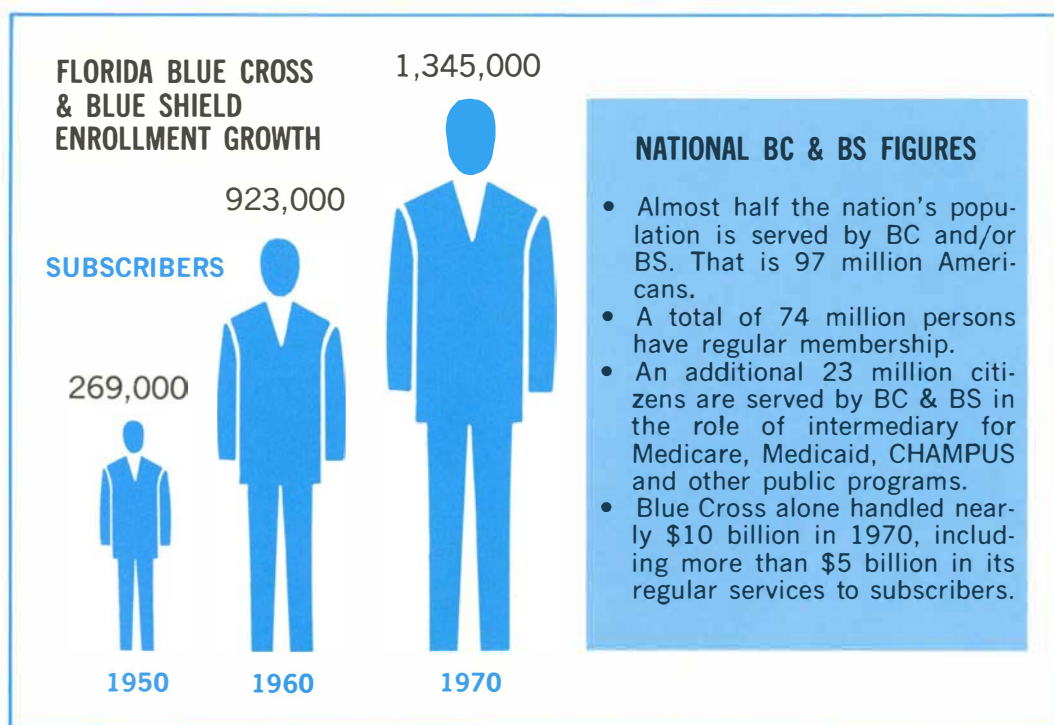
For, while figures of increased enrollment and subscription income are impressive, paid claims reflect the true worth of the Plans and their real value to subscribers. Even in this day when we talk of the nation's total productivity in terms of a trillion dollars, \$101 million is still a large sum of money, and carries with it an equal responsibility.

What did \$101 million dollars do in 1970? It paid for almost three million days of care; it represented more than one million individual claims, at an average cost per case of \$193.94 for hospital care and \$29.94 for medical care. Most importantly, it represented crucial financial help to many of your employees and their families against otherwise crippling health care bills.

It is significant to note that the \$101 million spent for claims in 1970 represents almost 91% of subscription income for that period and indicates the care Blue Cross and Blue Shield have taken in minding your dollar. You can be sure that with less than 10% of income going for operating expenses, Blue Cross and Blue Shield work for no one but their subscribers.

Handling such a large sum of money at such a low cost means maintaining a constant vigil against unnecessary spending. The continuing cooperation of over 200 of Florida's member hospitals and 7,300 physicians makes it possible for Blue Cross and Blue Shield to keep a close watch on spending through its hospital auditing procedures, peer review committees, claims committees and its Utilization Review Department. Each of these activities has effected savings for subscribers during 1970, and helped the Plans in their efforts to protect your dollar.

The overall picture presented by our 1970 activities is one of Blue Cross and Blue Shield continuing to maintain their leadership in the field of health care. It is a picture that forecasts Blue Cross and Blue Shield as a significant force in private health insurance for many years to come.





Why Advertise

Why Do Blue Cross and Blue Shield Advertise?

The primary objective of the Plans' extensive advertising program is to build acceptance of Blue Cross and Blue Shield as the successful way to prepay the costs of care for illness and accidental injuries.

Why Appeal to People Already Enrolled?

A subscriber must be periodically reminded of his choice for prepayment through Blue Cross and Blue Shield. Because he makes a decision to "buy" coverage each billing period, constant reinforcement of his original decision to enroll helps keep him sold on Blue Cross and Blue Shield. Advertising also keeps him informed of changes and new programs available to him and his family members.

What About Prospective Members?

Searching for new members is another task advertising must fulfill. As the need for prepayment becomes more essential, due to the

widespread acceptance of modern hospital care, the Plans must make an easier way of paying for the necessary care available to more people. When subscribers' dependents leave their parents' contracts they are encouraged to continue their protection. Persons without coverage, who may be unemployed or self-employed, are urged to enroll. As employers add personnel and these employees become eligible for group programs, the advantages of these programs are presented to help in setting up new groups.

What Would Happen if the Plans Didn't Advertise and Sell?

In the absence of constant addition of new members, the average age of the total enrollment would increase, resulting in higher utilization costs for providing for an older population. The attrition of subscribers due to death, subscribers moving out of the area, and other causes would gradually reduce the number enrolled. Thus, to attract younger, healthier persons to maintain and improve the quality of the cross section of the population the Plans serve, a continuing selling effort must be made for those who consider themselves least likely to require health care services.

Why Is Image Important?

An advertisement, its frequency of appearance in the selected media, size and general layout, has a message for the reader or listener in addition to the copy it may contain. The personality of the sponsoring organization is reflected in the quality (or lack of it) of the advertisement that helps sell the advertiser. A great deal is being said about Blue Cross and Blue Shield by the advertising campaigns. These ads must carry the impression of the successful leader in the health care prepayment field.

Communications through advertising allow the Plans to tell the Blue Cross and Blue Shield story effectively and economically.

13 Addy Awards to Blue Cross and Blue Shield

The evening of March 29 was an exciting one for our Public Relations Manager David Mancini and other employees who were present at the tenth annual Addy Awards competition presented by the Jacksonville Advertising Club at the Alhambra Dinner Theatre.

For the second year in a row, Blue Cross and Blue Shield were the top winners capturing seven first place awards and six citations of excellence, exactly half of the total number of 26 awards won by our advertising agency, Bunker, Hubbard and Duckett, Inc. In the ten-year history of Addy Awards no advertiser has ever won this many awards. Last year we were top winner with seven awards.

In the presence of nearly 350 guests, Mr. Mancini was presented with the certificates in recognition of highest achievement for creative advertising. Winning television commercials, consumer magazine advertisements, consumer magazine campaigns, trade paper advertisements etc, in color and in black and white, were shown on a large screen numerous times throughout the evening.

First place awards were presented to Blue Cross and Blue Shield for the following:

1. Television Commercial Campaign
2. TV Commercial (30 seconds or less) — "Wrestler"
3. TV Commercial (over 30 seconds) — "Bare Necessities"
4. Consumer Magazine Campaign (B & W)
5. Consumer Magazine Ad (B & W, Page) — "Custer"
6. Consumer Magazine Ad (Color, Page) — "Steak Dinner"
7. Trade Paper Ad (Two Color) — "Grandpa was one swell doc."

Citations of Excellence were for the following:

1. Coordinated Campaign
2. TV Commercial (over 30 seconds) — "ID Card"
3. Consumer Magazine Ad (B & W, Page) — "Uncle Sam"
4. Consumer Magazine Ad (B & W, Page) — "Rumor"
5. Newspaper Ad (B & W, 1,000 lines or less) — "Suit of Armor"
6. Direct Mail Campaign



David Mancini, Manager of Blue Cross and Blue Shield Public Relations Department, center, is holding 13 Addy Awards won by the company. Jack Bunker, left, and Don Bell, right, represent Bunker, Hubbard, and Duckett, Inc., the advertising agency for BC & BS, which won 26 awards.

Glaucoma

...sneak thief of sight



Patricia Platts, second floor, Universal Marion Building, Edit 1, was one of the first employees to receive the Glaucoma exam downtown.

Our one purpose: Saving sight, says the National Society for the Prevention of Blindness, Inc.

Supporting this program, the Glaucoma Clinic of Jacksonville — sponsored by the Florida Society for the Prevention of Blindness, the Lions Clubs of Greater Jacksonville, and the State Division of Health — visited the Riverside and Universal Marion Buildings giving tests to employees. An American Red Cross volunteer also assisted.

A record number of employees participated in this program, sponsored by the company at no cost to the employee. Kent Jacqmein, Personnel Department, reported in excess of 1100 employees showed up for the eye exams, which took nearly four days to complete.

The tests revealed a few employees showed early symptoms of Glaucoma, the leading cause of blindness among adults in the United States. These employees were referred to specialists for further examination and testing.

These tests, as well as the flu shots, are given to any employee who desires them by the company at absolutely no cost to the employee.

First Aid Classes in Session

Blue Cross and Blue Shield are again offering First Aid classes to supervisory level personnel, or other employees who wish to take the course, with permission of their supervisors.

These courses were last offered in June, 1969 by a Red Cross instructor. Since that time, Personnel Department's Kay Bowers has completed the course herself and is now a qualified Red Cross instructor. She is conducting these classes at the Riverside Building which last seven days, one and a half hours per day.

Courses will begin at the Universal Marion Building after May 1. Also, a third class will be scheduled at Riverside after May 1.

After successfully completing the course, the employee will receive a Red Cross card which is good for three years.

As of this date, 37 people at the Riverside Building have signed up for the class.



Kay Bowers applies bandage to Deloris Driggers' ankle. Looking on, from left, are Jim Geer, Susan Conger, Barbara Springer, Krystyna Iacobucci, Curtis Stuckey, Doris Tennant and Marsha Stafford.



Honey, Kennel Editor
Carole Utey, Public Relations

Pets On Parade

Since so many Blue Cross and Blue Shield employees are pet-lovers, PROFILE thought they would like to share their furred and feathered friends with others. Your editor felt much like the **Life** magazine editors must have felt last December when they announced an

amateur photographers' contest and received 50,000 entries with as many as 10 pictures per entry! (PROFILE reporters turned in nearly 150 pictures including several duplicates, and they have been narrowed down to the 91 on this and pages 8, 9 and 15.)

2. J. J. and Buff, Frances Stewart, Credit Union
3. Mitzi and Goober, Sara Fox, CHAMPUS
4. Rocky and Jade, Pat Ahearn, CHAMPUS
5. Spooky, Catherine LaMee, Comp Coverage
6. Chief, Anne Pringle, Cost Accounting
7. Yonkie, Mildred Crews, Comp Coverage
8. Fluffy and Baby, Louise Hoagland, Comp Coverage
9. Missy, Aloma Herrington, Microfilm
10. Trooper, Harriet Bouknight, Sub. Service
11. Suzie, Juliette Weir, Telephone Information
12. Clarence, Rita Singer, Sub. Service
13. Barney, Margaret Blanton, Sub. Service
14. Precious, Doris Davis, Mail Room
15. Pier, Ruth Taylor, Mail Room
16. Begonia and Suzy, Cindy Harding, Personnel
17. Cookie, Henrietta Glascock, Personnel
18. Yummie, Inez Rowell, Mail Room



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(Continued on page 8)



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19. Denise (hamster), Laura Merritt, Personnel
20. Patches, Cathy White, BC Approvals
21. Prissy, Nancy Summersill, Data Recording
22. General, Nancy Bond, Data Recording
23. Trixie, Pat Wofford, Medicare B Corres.
24. Sam, Kel Haynes, Medicare B Corres.
25. Play Boy, Doreen Ray, Medicare B Corres.
26. Clyde Beatty, Janet Robins, Hospital Claims
27. Socks, Tommie Curry, C.O.B. Department
28. Butterball, Connie Levitt, Utilization Review
29. Buffy, Peggy Henderson, Utilization Review
30. FuFu, Carolyn Latham, Utilization Review
31. Casey, Jean Malone, Utilization Review
32. Bullet, Maude McKenzie, Utilization Review
33. Cleopatra, C. H. Meyer, Executive
34. Snoopy, Joyce Johnson, Quality Control
35. Tabby, Muriel Ninno, Informal Review
36. Fraulein Gretchen Kittinger, Mae Hodges, Executive
37. Keno, Nancy Pierce, Medicare B Claims Training
38. Bubbles, Jacquelyn Register, Federal BC
39. Chancey, Mary Barrett, Federal BC
40. Shnitzel, Marie Caruso, Federal Corres.
41. Nannette, Deed Coverdale, BS Claims
42. FiFi Yvette Monique, Thelma Johnson, BS Claims
43. Cymbilena, Wanda Secrist, Comp Coverage
44. Pernod, Audrey Pendley, Blue Shield
45. Gretchen, Linda Collins, BC Bank Claims
46. Buffy, Sandi Hill, Utilization Review



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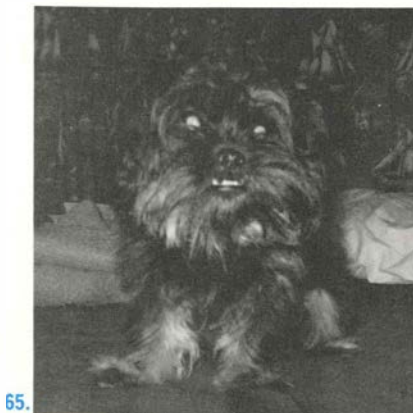
47. **Dumbo and Dandelion**, Lucille White, Medicare A Approval
 48. **Bambi**, Dorothy Dillon, Subrogation
 49. **Flippy**, Linda Burrow, Key Punch
 50. **Scooter**, Bea Fountain, Federal Department
 51. **Lady**, Kathleen Webb, Federal BS
 52. **Cookie**, Linda Crews, BS Processing
 53. **Schatzy**, Ellouise MacKinnon, Utilization Review
 54. **Chico**, Anice Steed, Cost Accounting
 55. **Pierre**, Bonnie Burse, Programming
 56. **Rusty**, Becky Wiley, EDP Planning
 57. **Jacque**, Sharon Brozek, Accounting
 58. **J. V.**, Gene White, EDP Planning
 59. **Bippy**, Bill Steiner, Accounting
 60. **Misty**, Linda Blake, Legal
 61. **Tazz**, Mary Johnson, Utilization Review
 62. **Mr. Kick**, Ruth Kicklighter, BC Corres.
 63. **Victor**, Margie Kelly, Med B Services
 64. **Rusty and Major**, Andria Adams, Med B Services
 65. **Sambo**, Sam Watson, Med B Services
 66. **Queenie**, Mary Jane Bailey, Med B Services
 67. **Marianna Ward's pets** with grandson Chris, Med B Services
 68. **Gertrude & Heathcliff** (geese), mallards and chickens, Betty Phillips, Med B



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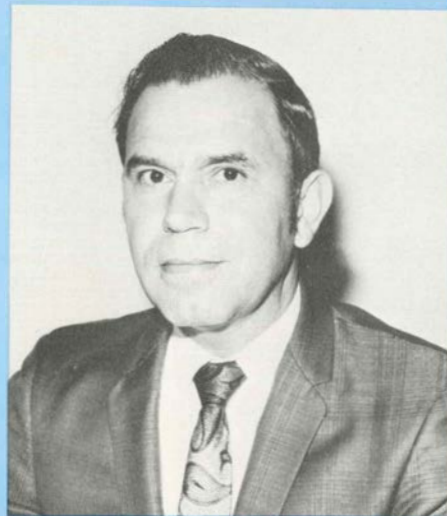
THEY'VE BEEN PROMOTED!

NOWICKI TO MEDICARE A

Mr. P. R. Meyers has announced the promotion of Mitch J. Nowicki to Assistant Manager of Medicare Part A Claims Department, effective April 1.

Mitch joined the company in November, 1968 and has been a Special Assistant to Mr. Mel Snead, Vice President of Hospital Relations, since that time. As Assistant Manager to Mrs. Clara Rose, who is Manager of Medicare Part A, he will serve as coordinator between the Medicare A Department and the EDP Department, and as contact person for Medicare providers, Bureau of Health Insurance Personnel, and other intermediaries.

Other responsibilities will include research and development of Medicare bulletins pertaining to Medicare A claims, and the coordination of activities between the various sections to ensure a smooth workflow. He will also assist Mrs. Rose in personnel activities.



Mitch Nowicki

BROADBENT AND McFARLAND MOVE UP

Joe McGurkin, Manager Group Sales, and Jim Hopper, Manager of National Accounts, have announced the selection of Bob Broadbent to fill the position of Coordinator of National Accounts. His new duties began April 1.

Bob has been a Field Representative for four and a half years. This experience is invaluable to him as he heads up the internal operations of the department, and he will also be involved in the important area of servicing National Accounts.

Bob will be working closely with our national organizations, the 74 Blue Cross and Blue Shield offices throughout the country, and our own home office and field personnel.

During 1970 our National Accounts increased by more than 20%. Marketing trends indicate strong interest by many national companies to move or expand their operations in Florida.

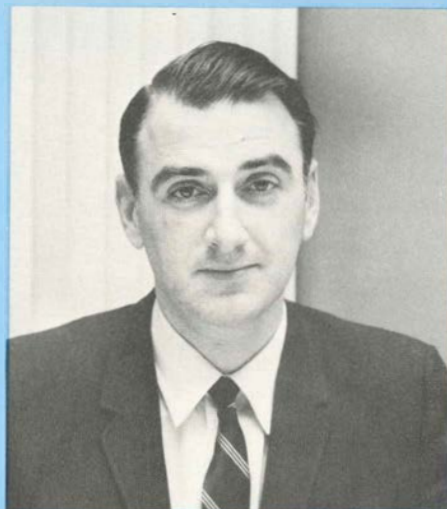
McFarland Replaces Broadbent

Mr. McGurkin has selected Mike McFarland to head up our Service Department in Jacksonville, replacing Bob Broadbent, effective April 1.

Mike will be exclusively handling all groups with ten to 24 subscribers for the field representatives.

He has been a field representative for the Jacksonville branch for the past two and a half years and has been responsible for the Green Cove Springs, Palatka, South Jacksonville and Fernandina area. During this time he has handled 125 groups for this area.

Mike has been employed by Blue Cross and Blue Shield for five years.



Bob Broadbent



Mike McFarland

(Promotions continued on Page 12)

News From Our Field Offices

Robert F. Reynolds and Robert F. Pralle have completed their sales training courses and are now working out of the Ft. Myers and Gainesville branches, respectively, as Group Representatives. Mr. Reynolds reports to Branch Manager Clarence Bolin, while Mr. Pralle's supervisor is Branch Manager Harry Powell.

Bob Reynolds is a native of Teaneck, New Jersey and was educated in Florida. He graduated from South Dade High School in 1960, and finished college with a B.A. degree at the University of South Florida in 1968.

Before joining the company in January, he and his wife lived in Tampa.

Bob Pralle was born in Bartlesville, Oklahoma. He graduated from high school and finished his schooling at Daytona Beach Junior College and the University of Florida. He also completed Campbell's Basic and Master Sales Training Program.

Bob, who was employed on February 1, is married and has a four year old child.

CAN YOU GUESS WHO?

By Martha Poplin

As fifth floor reporter at the Universal Marion Building, I am happy to be the first PROFILE Reporter to contribute this story to our new monthly column, "Guess Who?"

The name of the person described in the story below, along with a photograph, will appear in next month's PROFILE. Can you guess who we are describing?

This story is about a Blue Cross and Blue Shield employee who has never been in the news before since PROFILE was first printed in July, 1968. She has been with the company for five years and has worked the last three and a half years as a Section Leader in Medicare B.

On April 6 she was promoted to an Analyst in Utilization Review. Her previous position required her to check and screen claims, to help train clerks, and to inspire them to do better.

Before employment with Blue Cross and Blue Shield, she was an LPN at Riverside Hospital, Baptist Hospital, and the State Hospital.

She has two sons, ages 20 and 30. She has worked very hard to put both of them through college. Her older son is with the Area Planning Board for the State of Florida, while her younger son is a junior at Stetson University. He plans to be a corporation lawyer, and just returned from Europe where he took a course in International Law.

She and her husband, who is an employee with Seaboard Coastline Railroad, have one grandchild named Kimberly.



Bob Reynolds receives his Certificate of Qualification from Chief Executive Officer J. W. Herbert following completion of his sales training course in Jacksonville.



Senior Vice President W. J. Stansell, right, presents Bob Pralle with his Certificate of Qualification.

SUGGESTION AWARD WINNERS

Cam Turnbull in the Merritt Island branch has won \$10.00 for her idea to have a copy of the B1-75 form sent to the branch offices. This form would let branches know new group numbers, rates, changes, effective date, etc.

Sandy Hewlett, Subscribers Service Direct, has suggested a student recertification card be used which won her \$10.00. A letter would accompany the card explaining that if the certification card was not returned, the coverage would automatically change to regular coverage.

Susan Coffey, Comp. Coverage, has suggested revising the method of using Form CC-43. She suggested making up one list each day instead of several to send to the hospitals. Her idea was worth \$10.00.

Martha Hewlett, Hospital Claims, won \$12.00 for suggesting flagging the status file record code with an alphabetical symbol.

POWERS PROMOTED

The promotion of Thomas C. Powers to Assistant Manager for the Systems Design and Review Group of the Systems Department has been announced by Manager Barrow Carter.

Tom's promotion, effective March 1, was to fill the vacancy created by the transfer of Tom Laidlaw to Corporate Consortium Task Force under William Skelley.

Tom Powers joined Blue Cross and Blue Shield on June 1, 1970 following two years' experience in financial systems in the area of trust accounting, pension, and profit sharing. He is familiar with the administration of personnel, payroll, medical and life insurance, and purchasing systems.

Tom received a B.S. in industrial engineering from Georgia Tech, and has done post-graduate work on his M.B.A. at Georgia State. He is married and has two children.



Tom Powers

YVONNE BISHOP NEW SUPERVISOR

Bill Foley, Assistant Manager, Blue Shield Complementary Coverage, has announced the promotion of Yvonne Bishop to Supervisor in this Department, effective March 15.

Yvonne has been employed here since August, 1967, and replaces Margaret Smith who is leaving the city. Yvonne was previously a Section Leader in CHAMPUS and most recently worked in the Blue Shield Production and Quality Control Department.

She is the new reporter for PROFILE and representative for the Employees Club on the fifth floor, replacing Rosamond Rudd, whose department was recently moved to the fourth floor.



Yvonne Bishop

BITS & PIECES

The word "Medicare" has almost become a household word, and can be used to describe any number of things. A recent example which points this up was sent to us from a doctor. He wrote stating his father-in-law, a professional musician, was asked to perform at a Miami Beach Hotel. Prior to his appearance, a musical conductor wrote him a note specifying the type of music to be played was "regular Medicare music."

A small boy, noting his parents had brought quadruplets home from the hospital commented: "We'd better start calling folks; they're going to be harder to get rid of than kittens."

NEW DEPARTMENT FORMED

Bill Foley, Blue Shield Assistant Manager, has announced the establishment of a new department.

A new typing pool has been formed from typists in the following departments: FEP Supplemental, Master Medical, and CHAMPUS. These employees merged to form the typing pool in order to eliminate the backlog of summaries and EOB's in these various departments.

Included are six typists and two credit voucher clerks, all located on the fifth floor of the Riverside Building under the supervision of Mr. Foley.

DEPARTMENTS MOVE AT RIVERSIDE

By the end of April three departments will have completed moves in the Riverside Building.

The CHAMPUS Department moved from the fifth floor to the fourth floor. CHAMPUS and Master Medical are now located on the same floor, supervised by Jim Tuck, Assistant Manager.

The Southern Bell equipment and personnel moved from the seventh floor Wire Room to the eighth floor, consolidating with the Western Union portion which moved last September. The department is known as the EDP Communications Center, under the direction of Bob Longdon.

The Quality Control section, which is a part of John Nunn's Data Control Services Department, has moved from the eighth floor to the seventh floor.

THREE CHEERS FOR LISA



There was a good bit of excitement lately in the Mathis household as daughter Lisa was chosen a cheerleader for the Riverview Christian Day School in Jacksonville. This is quite an honor for the ten-year-old as she and another girl were chosen from 400 students to represent them as their cheerleaders.

Lisa is the daughter of Bonnie Mathis, Receptionist in the Riverside Lobby, who has been an employee for three years.

COMPLIMENTARY LETTER TO RUTH LIBBY

Ruth Libby, who handles Medicare and Complementary Coverage at the West Palm Beach office, received the following letter from a subscriber:

"I should like to tell you how very grateful I am for the kindness shown me in helping to clarify the processing of my Medicare application . . . I felt sure with your help matters would be rectified as you were so very cooperative."

ART LENTZ RECOVERING

Everyone is happy to know Art Lentz is at home and recovering from a heart attack suffered on March 5. Art, Northern Regional Manager, had spent several days in intensive care in Jacksonville before going home.

Belles And Beaux



Jennifer Gore and Bob Davis were married on February 12 at the Cedar Creek Baptist Church. She is a Teleprocessing Clerk at the Universal Marion Building on the 6th floor.

Jennifer is the daughter of Penny Trimble who is also employed by Blue Cross and Blue Shield as a Claims Examiner in the Review Department.



Michele Zavon became the bride of David Steinfeld on February 7 at the Jewish Center in Jacksonville.

Following a reception and dinner at the Sheraton Hotel, Michele and David flew to Hawaii for a two-week honeymoon.

Michele has been employed in the Purchasing Department since she joined the company two and a half years ago.



Ann Pettitt was married on January 16 to Randall Brantley. Ann has been an employee for two and a half years. She previously worked here, left the company, and was rehired in December, 1969. She is a Claims Examiner in Master Medical.

Florida Plans Host Hospital Information Council

The Jacksonville Hospital Information Council comprised of area hospital public relations personnel visited the Blue Cross and Blue Shield Riverside Building on Friday, March 26. David Mancini and Carole Utley, Public Relations Department, are both members of the council.

This group, which meets monthly, invited local press, radio and television representatives to discuss disaster situations which have and which may occur in Jacksonville.

This idea for media feed-back was sparked by the recent tragic Thiokol disaster in February (a munitions company explosion) which confronted hospitals with

some unique problems in handling news media inquiries.

The media panel and HIC members participated in a discussion revealing excellent cooperation between Jacksonville hospitals and radio, TV, and newspapers during this recent disaster. The explosion, which occurred in Woodbine, Georgia, approximately 50 miles north of Jacksonville, sent many victims to Jacksonville hospitals. Through teamwork of the fire department, police department, civil defense, rescue squads, and hospital personnel, the victims received fast and efficient helicopter and ambulance transportation to local hospitals for treatment, averting an even-worse tragedy.



Guest panelists are, left photo, from left, Jessie-Lynne Kerr, and Foster Marshall, both "Jacksonville Times-Union"; Bruce Hall, Channel 4. Program Chairman Keith Schuman, St. Luke's Hospital, and Bob Retherford, Duval Medical Center, look on. Right photo includes other panelists Joe Caldwell, "Jacksonville Journal," and Morrie Bridges, Jones College Radio.

Motherhood-May 9

Mother's Day will be celebrated this year on Sunday, May 9. Officially proclaimed a day of national observance in the United States by President Wilson only as recently as 1914, Mother's Day in fact continues a century old tradition. The ancient Greeks and Romans, the early Christians, all had their own ceremonies and festivals in honor of motherhood.

CHANEL recently surveyed a group of youngsters at a local nursery school in New York City. Quizzed as to what "mother" meant to them, the replies were spontaneous, direct, and meaningful.

"Mother plays games with me. She takes me to the park. She makes a hurt go away with a kiss. Mother gives me cookies and milk. She smells good when she hugs me."

The list is infinite and varied. As one five-year-old summed it up, "She is just Mommy," expressing in that one word all the warmth, love, understanding and security that mother means to the child deep within each of us.



- .. Nurses
- .. Physicians
- .. Secretaries
- .. Dietitians
- .. Interns
- .. Radiologists
- .. Volunteers
- .. Friendlyologists

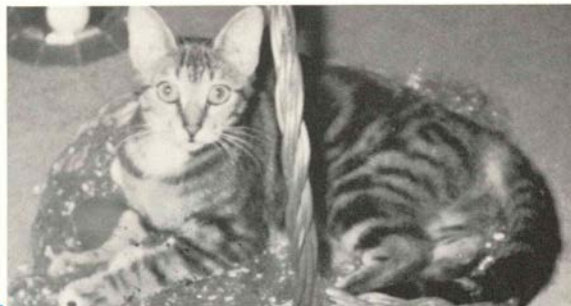
**NATIONAL HOSPITAL WEEK
MAY 9-15**



69.



70.



71.

69. Gigi, Ina DeVane, Quality Control
 70. Spitfire and Fawn, Pat Simmons, BS Review
 71. Skeeter, Dot Howard, Key Punch
 72. Chipper, Carol Winn, Sub. Service
 73. Windy, Penny McGlothlin, Sub. Service
 74. Spanky, Peggy Anderson, Sub. Service
 75. Little Dee and Skippy, Sandy Hewlett, Sub. Service
 76. Tokeyo and Tinkerbell, Jackie Carter, Sub. Service
 77. Timmy, Mabel Fleming, Sub. Service
 78. Mitzi and Bridgett, Gladys Westmoreland, Sub. Service
 79. Christopher, Darbie Hawks, Sub. Service
 80. Tessie, Jeannette Sutton, Master Medical
 81. Buffy, James Britton, Computer Operations
 82. Trigger, Lamar Thrift, Operation Support
 83. Fritz and Andre, Diane Watson, Medicare Coordinator
 84. Ruff, Ken Patch, Operation Support
 85. Toby, Clydene Privett, National Accounts
 86. George, Clara Gunter, FCIA
 87. Mitzi's puppies, Vicki Pope, Sub. Service.
 88. Mandy, Alice Allmon, Med B Services
 89. Windy, Susan Collins, Med B Services
 90. Bonnie & Clyde, Evelyn Johns, Med B Services
 91. Thunder, Mary Ann Knabb, Med B Services



72.



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EMPLOYEES

"WALK FOR MANKIND"

By Melanie Moye
16th Floor Reporter
Universal Marion Building

Sunday, March 7, was a memorable occasion for thousands of Jacksonville citizens when the "Walk for Mankind" took place here. The idea behind the walk, sponsored by various local organizations, including the Jacksonville Jaycees and the Women's Clubs, was that individuals who were planning to participate in the walk would seek sponsors for a 21 mile walk.



Teresa Lance

Teresa Lance, an employee in the Provider Reimbursement Department. (Teresa's thoughts concerning the walk are printed at right.)

The Blue Cross and Blue Shield Employees Charitable Contribution Fund donated \$50.00, but a total of approximately \$200.00 was raised by the eight Blue Cross and Blue Shield girls. These funds and all others collected will go for relief of poverty and disaster stricken victims throughout the world (80%), while the other 20% is to go toward the drug abuse program here in Jacksonville.

Besides Teresa, other girls participating in the walk were Karen Jones, Rosy Luna, Daphne Manning, and Melanie Moye from Provider Reimbursement. Darbie Hawks, Stacia Mauney and Vicki Pope from the Subscribers Service Group also walked with them.

Monday morning revealed limping, battered individuals, being given the "business" from many fellow co-workers but receiving their admiration as well. Towards the end of the walk, you could hear it said, "I'll never do this again!" But you can bet that should a time come when once again their feet are needed for mankind, these girls will be out putting their soles (souls) to work. Just remember this: "Sore feet are neat!"



This photo of some of the girls who participated in the walk was taken by Harvey Lopez, Auditor, Provider Reimbursement Department. Left to right are Darbie Hawks, Vicki Pope, Stacia Mauney, Karen Jones, and Daphne Manning. The ribbons and letters were donated to all eight girls by Cox's Florists in Jacksonville.

Thoughts On A Long Walk

by Teresa Lance, Provider Reimbursement

*I convince myself
I can walk twenty miles.
Now they say twenty-one
I can still make it, I think.
Is the road getting harder?
Are my feet getting softer?
What difference does it make?
It hurts either way.
Am I getting a sunburn?
Or maybe it's windburn.
My face is blistered
Does it matter from which?
The road was so hot
The sand was so cool.
Now I must carry my shoes
They won't fit anymore.
The miles seem much longer
Or maybe my steps are much shorter.
I've been walking six hours
It feels more like six days.
I can see the end
Just over the hill and
Across the field. Sandspurs!
Oh, my poor bare feet!
I've done it! I've done it!
I've walked twenty-one miles.
Plus at least three more
Trying to locate my car
My body is burned,
Bruised, battered and blistered.
But I'd do it again—
If they waited a while.*